

Listing of Claims (this listing replaces all prior versions):

1. (Currently amended) A process, comprising  
providing a consistency-maintaining food product having a gravity flowability, and  
applying a jettable media to the food product from an ink jet printer as a series of fluid  
drops in a predetermined pattern, ~~the media having a viscosity greater than a viscosity of the  
food product at a temperature of the food product during application of the media~~  
after applying the media, processing the food product to reduce the gravity flowability.
2. (Currently amended) The process of claim 1 ~~comprising after applying the media,  
processing the food product to reduce the gravity flowability wherein the media has a viscosity  
greater than a viscosity of the food product at a temperature of the food product during  
application of the media.~~
3. (Original) The process of claim 2 wherein further processing includes cooling the food  
product.
4. (Original) The process of claim 3 wherein further processing includes cooling the food  
product to about 32°F or less.
5. (Original) The process of claim 1 comprising after applying the media, enclosing the  
food product in a container.
6. (Original) The process of claim 1 wherein the food product has a viscosity of about  
50,000 cps or less.
7. (Original) The process of claim 1 wherein the food product has a viscosity of about 50 to  
110 cps and the drop volume is about 120 pL or less.

8. (Previously presented) The process of claim 1 wherein the ink jet printer comprises a drop on demand ink jet printer.
9. (Previously presented) The process of claim 8 wherein the ink jet printer comprises a piezoelectric ink jet printer.
10. (Previously presented) The process of claim 1 comprising heating the media to a temperature of about 40 to 140°C.
11. (Original) The process of claim 1 comprising printing at a resolution of 50 dpi or more.
12. (Canceled)
13. (Previously presented) The process of claim 1 wherein the media has a viscosity of about 8-20 cps when the media is ejected from the ink jet printer.
14. (Previously presented) The process of claim 1 wherein the media has a viscosity of about 70-100 cps at room temperature.
15. (Previously presented) The process of claim 1 wherein the media has a water soluble carrier.
16. (Previously presented) The process of claim 1 wherein the media comprises predominantly an alcohol or acid, or water or combination thereof.
17. (Previously presented) The process of claim 1 wherein the media comprises predominantly a fat or a wax and is a solid at room temperature.
18. (Currently amended) The process of claim 1 wherein the media is ~~substantially~~ insoluble in the food product.

19. (Previously presented) The process of claim 1 wherein the media includes a visible dye.
20. (Previously presented) The process of claim 1 wherein the media includes a flavor additive.
21. (Previously presented) The process of claim 1 wherein the food product comprises a dairy product.
22. (Previously presented) The process of claim 21 wherein the food product comprises ice cream or yogurt.
23. (Previously presented) The process of claim 1 wherein the food product comprises a coffee drink including a dairy product.
24. (Original) The process of claim 1 wherein the food product is at a temperature of about room temperature or greater while applying the media.
25. (Original) The process of claim 1 comprising:  
serving said food product to a consumer within about 45 minutes of applying said media.
26. (Previously presented) The process of claim 1 wherein the media on the food product has a lateral image bleed of about 10% or less after 10 minutes.
27. (Currently amended) A process, comprising:  
providing a food product having a gravity-flowability,  
applying a media to the food product from an ink jet printer as a series of drops in a predetermined pattern, the media on the food product having a lateral image bleed of about 10% or less in 30 minutes, and

after applying the media, processing the food product to decrease the gravity flowability.

28. (Original) The process of claim 27 comprising after applying the media, enclosing the food product in a container.
29. (Original) The process of claim 28 comprising enclosing the food product in a container prior to decreasing the gravity flowability.
30. (Original) The process of claim 27 comprising decreasing the gravity flowability about 10 minutes or more after applying said media.
31. (Currently amended) A food product, comprising  
a consistency-maintaining edible substance having a gravity flowability, the substance including an image visible from a surface, the image defined by a predetermined series of drops having a resolution of about 50 dpi or greater and a lateral image bleed of about 10% or less in about 10 minutes.
32. (Original) The food product of claim 31 wherein the gravity flowability is free-flowing.
33. (Original) The food product of claim 31 wherein the image bleed is about 2% or less.
34. (Original) The food product of claim 31 wherein the image bleed is about 2% or less in about 30 minutes.
35. (Original) The food product of claim 31 wherein the food product includes a dairy product.
36. (Previously presented) The food product of claim 34 wherein the food product is a coffee drink.

37. (Previously presented) The process of claim 1 further comprising providing an ink jet printer capable of ejecting a series of drops for deposition on a substrate in a predetermined pattern.

38. (Previously presented) The process of claim 1 wherein the fluid drops have a drop volume of about 200 pL or less.

39. (Previously presented) The process of claim 27 further comprising providing an ink jet printer capable of ejecting a series of drops for deposition on a substrate in a predetermined pattern.

40. (Previously presented) The process of claim 27 wherein the drops have a volume of about 200 pL or less.